

*Out to A.H.A.*  
P. P. Ferruccio, M.D.

Bluefield, Virginia 24605

June 29, 1970

Mr. William B. Lewis, Chairman of the Board  
American Cancer Society  
219 East 42nd St.  
New York, New York 10017

Dear Mr. Lewis:

I have on my desk a copy of "Correspondence between The Tobacco Institute and the American Cancer Society" Feb. 27, 1970/April 29, 1970. I have read this pamphlet from cover to cover and I acknowledge the hazards of smoking and the predicament the tobacco institute finds itself, but this is not what prompted me to write this letter. I have been thinking of the injustice imposed upon the tobacco industry with all the nationwide publicity against tobacco smoking. Aren't we being a little discriminatory and unjust toward this particular industry?

Let us take up the alcohol industry for instance. Is there anything being done by the government to curb the advertising, the manufacturing and sale of such products? Is the government imposing labeling regulations on this industry as to the health hazards and the dangerous results that often occur following the use of alcoholic beverages?

Has any one or any group ever attempted to analyze which one of these two products is the most deleterious to the human body or most costly in productivity of the individual in regards to loss of time from work and to the tragic consequences excessive drinking may lead?

We, in medicine, know that neither one of these products are instant killers and that each requires years to show their deleterious effects on the human body. But which of the two is the instant killer? And which of the two causes more instant deaths yearly?

If the truth were known, I'm inclined to believe that deaths due to acute and chronic alcoholism greatly outnumber the deaths due to smoking, when one considers the slaughter on our highways and the social killings that occur every day as a result of acute alcoholism. You see there is a difference

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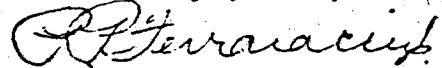
between acute alcoholism in which state the individual is not himself but an altogether a different individual with all inhibitions gone and no rationalization, and that of acute "smoke-atism" in which state the individual may be restless and jittery but still able to control his emotions.

I am not in favor of the abuse of one or the other, I am a conservative, middle of the road man. I take an occassional social drink and I do smoke one or two cigars daily and an occasional pipe full of tobacco nitely.

Don't you think that we have been just a little bit unfair towards the tobacco industry? After all, we don't have all the facts, such as air pollution, heredity, pre disposition to certain disease, etc.

These are my personal beliefs and observations, Mr. Lewis. I have no statistics to back up my beliefs and I want you to know that I have no stock in the tobacco industry. I do believe that an injustice is being done to the tobacco industry.

Sincerely yours,



P. P. Ferraraccio, M. D.

PPF/lp

Copy to:

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